Government of Yukon

Yukon Government NEWS release

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Yukon Hosts F/P/T Investment Marketing Conference

WHITEHORSE – Two days of interactive sessions and presentations by investment marketing specialists from across Canada formed the federal/provincial/territorial Investment Marketing Managers' Meeting on June 9 and 10 in Whitehorse.

"Economic Development was very pleased to host this meeting for the first time," Economic Development Minister Jim Kenyon said. "It served to align common strategies and activities that will further marketing efforts across the country and showed how Yukon's efforts compare with national standards and practices."

The meeting provided an opportunity for participants from across Canada to report on and exchange information about global marketing and promotion initiatives. Participants also learned about new investment and marketing tools and products.

Sessions included a morning dedicated to Global Marketing and Branding Strategy and an afternoon addressing Working Together to Capitalize on Global Marketing Initiatives.

Participants from provincial, territorial and the federal Department of Foreign Affairs and International Trade took part in a business familiarization tour of Whitehorse and attended networking receptions.

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